

ORDER



Orders
Order / Rev: 722238
Alt Order #: 06372966
Product Desc: US CHAMBER
Estimate: 1497
Flight Dates: 10/16/12 - 10/26/12
Original Date / Rev: 10/12/12 / 10/19/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: US Chamber of Commerce
Demographic: A35+
Product Codes: IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	65	\$228,100.00	\$193,885.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	65	\$228,100.00	\$193,885.00	0.00
Totals	65	\$228,100.00	\$193,885.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,500.00		0.00						
E 2	WKYC	10/19/12	10/19/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
E 3	WKYC	10/19/12	10/19/12	Days of Our Lives Days of Our Lives	CM	1p-2p	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	10/15/12-10/21/12		Days of Our Lives	1p-2p		-----F----	:30		(\$1,200.00)		0.00	NM		
See MG 3.3															
3	NKYC	10/18/12-10/18/12		Days of Our Lives	1p-2p		---Th-----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 3.2 10/19															
E 4	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,000.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WKYC	10/22/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	6	\$1,200.00	P-5	0.00	NM	9	\$46,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	6		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	NKYC	10/22/12-10/28/12		M-F 9-10a Today II	9a-10a		MTWThF----	:30	(\$1,200.00)	0.00	NM				
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold on monday]															
7	NKYC	10/25/12-10/25/12		Thu Prime A	8-9p		---Th-----	:30	\$8,000.00	0.00	NM				
Ⓜ MG for 20.2,20.1,20.7,18.5,18.1,18.6,18.4,18.3,18.2,19.7,14.4															
8	NKYC	10/26/12-10/26/12		Fri Prime C	10-11p		-----F----	:30	\$8,400.00	0.00	NM				
Ⓜ MG for 20.2,20.1,20.7,18.5,18.1,18.6,18.4,18.3,18.2,19.7,14.4															
9	NKYC	10/25/12-10/25/12		Thu Prime C	10-11p		---Th-----	:30	\$12,000.00	0.00	NM				
Ⓜ MG for 20.2,20.1,20.7,18.5,18.1,18.6,18.4,18.3,18.2,19.7,14.4															
10	NKYC	10/25/12-10/25/12		Thu Prime C	10-11p		---Th-----	:30	\$12,000.00	0.00	NM				
Ⓜ MG for 20.2,20.1,20.7,18.5,18.1,18.6,18.4,18.3,18.2,19.7,14.4															
E 15	WKYC	10/22/12	10/26/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	:30	6	\$1,200.00	P-5	0.00	NM	6	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	6		\$1,200.00		0.00						
E 16	WKYC	10/22/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	7	\$1,000.00	P-5	0.00	NM	7	\$7,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	7		\$1,000.00		0.00						
E 17	WKYC	10/22/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	6	\$2,000.00	P-5	0.00	NM	6	\$12,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	6		\$2,000.00		0.00						
E 18	WKYC	10/22/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	7	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	7		\$3,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		MTWThF----	:30	(\$3,800.00)	0.00	NM				
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]															
2	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		MTWThF----	:30	(\$3,800.00)	0.00	NM				
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]															
3	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		MTWThF----	:30	(\$3,800.00)	0.00	NM				
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]															
4	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		MTWThF----	:30	(\$3,800.00)	0.00	NM				
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]															
5	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		MTWThF----	:30	(\$3,800.00)	0.00	NM				
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]															
6	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		MTWThF----	:30	(\$3,800.00)	0.00	NM				
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]															
E 19	WKYC	10/22/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p (6:30 PM-7:00 PM)	MTWTF--	:30	7	\$8,000.00	P-5	0.00	NM	6	\$48,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	7		\$8,000.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 19	WKYC	10/22/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p (6:30 PM-7:00 PM)	MTWTF--	:30	7	\$8,000.00	P-5	0.00	NM	6	\$48,000.00	
1X PER DAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	7		\$8,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
7	NKYC	10/22/12-10/28/12		Nightly News	M-Su 6:28p-7p (6:30 PM-7:00 PM)		MTWThF----	:30	(\$8,000.00)	0.00	NM					
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]																
E 20	WKYC	10/22/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	7	\$2,800.00	P-5	0.00	NM	4	\$11,200.00	
1X PER DAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	7		\$2,800.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	NKYC	10/22/12-10/28/12		Tonight Show	1135p-1237a		MTWThF----	:30	(\$2,800.00)	0.00	NM					
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]																
2	NKYC	10/22/12-10/28/12		Tonight Show	1135p-1237a		MTWThF----	:30	(\$2,800.00)	0.00	NM					
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]																
7	NKYC	10/22/12-10/28/12		Tonight Show	1135p-1237a		MTWThF----	:30	(\$2,800.00)	0.00	NM					
See MG 14.7, 14.8, 14.9, 14.10 [NA/Oversold]																
E 21	WKYC	10/22/12	10/26/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	7	\$4,500.00	P-5	0.00	NM	7	\$31,500.00	
1X PER DAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	7		\$4,500.00		0.00							
														Totals	65	\$228,100.00